

## REMARKS

In the Office Action dated June 12, 2007, the United States Patent and Trademark Office (hereinafter "the Office") rejected Claims 6 and 21 under 35 U.S.C. §§ 101 and 112, first paragraph. Claims 1, 2, 4, 5, 16-20, and 51 were rejected under 35 U.S.C. § 102(b) as being anticipated in view of the teachings of a new reference "MedManage Leads Shift in Drug Sampling Practices Online Vouchers; Pharmaceutical Marketers Turn to eMedSample to Monitor Free Sample Distribution" (September 17, 2001) (hereinafter "Reference 16:08"), and two already cited references "RxCentric and MedManage Systems Partner to Expand Physician Use of Innovative Online Drug Sampling-Alliance Gives Pharmaceutical Companies Broader Physician Access to Drug Detailing and Sampling Programs" ("Reference 610"), and "Samples of The Future" ("Reference 9:025"). Claims 6-10, 21-25, 31, 33-43, 45, and 53-55 were rejected as being obvious in view of the teachings of a new reference "iPhysicianNet And MedManage Systems Partner to Offer A New Electronic And Voucher Sampling Service to Thousands of U.S. Physicians" (hereinafter "Reference 20:16"), four already cited references "For Consumers Free Samples Are A Virtual Reality: Pharmaceutical Samples Were Once Stricly Passed From Manufacturing To Physician To Patient, But Online Marketing Tactics Are Rearranging That Order" ("Reference 9:026"), "Samples of The Future" ("Reference 9:025"), "RxCentric and MedManage Systems Partner to Expand Physician Use of Innovative Online Drug Sampling-Alliance Gives Pharmaceutical Companies Broader Physician Access to Drug Detailing and Sampling Programs" ("Reference 610"), "MedManage Tracks Troublesome Pill Samples" ("Reference 635"), and "MedManage Leads Shift in Drug Sampling Practices Online Vouchers; Pharmaceutical Marketers Turn to eMedSample to Monitor Free Sample Distribution" ("Reference 16:08"), as well as a new patent reference U.S. Patent No. 6,629,135 to Ross et al. Claim 52 was rejected as obvious over "MedManage Leads Shift in Drug Sampling Practices

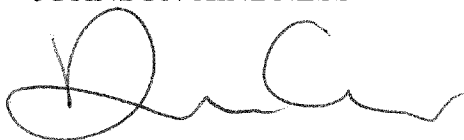
LAW OFFICES OF  
CHRISTENSEN O'CONNOR JOHNSON KINDNESS<sup>PLLC</sup>  
1420 Fifth Avenue  
Suite 2800  
Seattle, Washington 98101  
206.682.8100

Online Vouchers; Pharmaceutical Marketers Turn to eMedSample to Monitor Free Sample Distribution" ("Reference 16:08") and an Official Notice. Claim 44 was rejected as obvious over the previously cited reference "RxCentric and MedManage Systems Partner to Expand Physician Use of Innovative Online Drug Sampling-Alliance Gives Pharmaceutical Companies Broader Physician Access to Drug Detailing and Sampling Programs" ("Reference 610") and U.S. Patent Publication No. 2002/0032582 to Feeney. Applicants deny the propriety of all Official Notices taken by the Office.

Applicants have amended Claims 1, 5-10, 16, 21, 22, 26, 31, 34, 39, 41, 45, and 53 to clarify the claimed invention without admitting to the propriety of the rejections. The rejections are rendered moot given the clarifying amendments to bring forth what was inherent in these claims. Withdrawal of all rejections and allowing the claimed invention to proceed to issuance is respectfully requested.

Respectfully submitted,

CHRISTENSEN O'CONNOR  
JOHNSON KINDNESS<sup>PLLC</sup>



D.C. Peter Chu  
Registration No. 41,676  
Direct Dial No. 206.695.1636

DPC:jlg

LAW OFFICES OF  
CHRISTENSEN O'CONNOR JOHNSON KINDNESS<sup>PLLC</sup>  
1420 Fifth Avenue  
Suite 2800  
Seattle, Washington 98101  
206.682.8100